

# Fashion

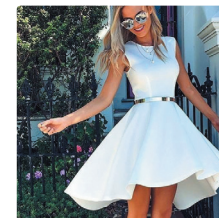
Fashion continues to be the mover and shaker of the online world. It's the nation's second most popular online purchase category, and could soon take the number one spot.

 **14.5%**  
more online purchases

 **25%**  
share of online purchases

## Spring racing with Showpo

Showpo is one of the country's fastest growing online fashion retailers. Founder Jane Lu shares her tips for the races this year...



### What's hot?

White dresses with crochet lace, and big floral prints will be the must-have look this year. We're also looking forward to the understated elegance of metal headwear.

### Top tips for the races

Take some cute sunglasses – squinting into the camera isn't a great look (and terrible for your eye makeup!)

Break in new shoes before you hit the track

Check the weather – if there's a chance of rain or dropping temperatures, take a shawl, jacket or coat

Go feather free this year – metal headwear is a sophisticated alternative

### Did you know?

October and November are peak months for fashion sales online, as shoppers get ready for The Spring Racing Carnival and the warmer summer months. November outperforms June, with October not far behind.

## State growth

NSW leads the way with 19.5% growth followed closely by ACT, SA and VIC.

<b>NSW</b> <b>19.5%</b> increase	<b>ACT</b> <b>18.6%</b> increase	<b>SA</b> <b>15.5%</b> increase
	<b>VIC</b> <b>14.6%</b> increase	

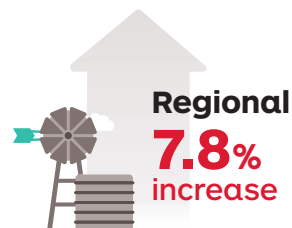
National average 14.5%

<b>WA</b> <b>9.9%</b> increase	<b>NT</b> <b>8.7%</b> increase	<b>TAS</b> <b>8.1%</b> increase
<b>QLD</b> <b>7.4%</b> increase		



## Metro vs regional growth

 **Metro**  
**17.3%**  
increase

 **Regional**  
**7.8%**  
increase

### Top buying locations

**Liverpool NSW 2170**  
**Point Cook VIC 3030**  
**Surry Hills NSW 2010**

### Top growth locations

**Mount Duneed VIC 3217**  
**Clyde North VIC 3978**  
**Onslow WA 6710**

### Top buyers by household

**Broome WA 6725**  
**Kununurra WA 6743**  
**Surry Hills NSW 2010**

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